



Tourism & Events
7506 E. Indian School Rd.
Scottsdale, AZ 85251
480-312-4013
www.scottsdaleaz.gov

**To: David Scholefield, Chairman
Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: March 21, 2017

Subject: FY2017/18 Destination Marketing Program Preliminary Objectives

The TDC is requested to identify the areas and activities that they would like to see addressed in Experience Scottsdale's FY2017/18 Destination Marketing Plan.

The current destination marketing agreement between Experience Scottsdale and the city is set to expire on June 30. Staff is currently negotiating a new destination marketing agreement with Experience Scottsdale. The FY2017/18 Destination Marketing Plan and performance measurements will be incorporated into the new agreement.

The City's Financial Services Department is currently estimating the total FY2017/18 bed tax revenue to be \$19,650,000 of which an estimated \$9,825,000 will be available for destination marketing. Additional funds may also be available if FY2016/17 bed tax funds exceed current fiscal year bed tax estimates. City Council will need to approve the proposed destination marketing agreement, FY2017/18 destination marketing plan, and performance measurements.

Once again, the general direction and major activities are intentionally broad to allow development of specific activities in support of each major activity to be undertaken by Experience Scottsdale.

Scottsdale's overall Destination Marketing program objectives and activity areas are:

- **Marketing**
Brand Scottsdale as an upscale leisure and meeting destination through the use of advertising, high end collateral and publications, online and email outreach, social media, event marketing.

- ***Communications***
Garner positive publicity for Scottsdale as a premier travel and meeting destination through the ongoing public and media relations and working to build awareness for Scottsdale.
- ***Convention Sales and Services***
Provide destination education to meeting planners and assist with securing space and services for meeting and incentive programs.
- ***Tourism***
Provide destination education to travel agents and tour operators to capture the Scottsdale experience for their clients and to ensure that Scottsdale stands out as a unique destination in tour operator product inventory throughout the world.

A tentative review of the proposed FY2017/18 Destination Marketing Plan and budget allocation is scheduled for the April 18, 2017 TDC Meeting, with additional milestones as follows:

Discussion by TDC of Experience Scottsdale Preliminary Objectives & Priorities	March 21
Review of Objectives by Experience Scottsdale Executive Committee	March TBD
Review and Approval by Experience Scottsdale Board	April 13
TDC Discussion and Approval of Destination Marketing Plan & Contractual Performance Measures	June 20
Council Action (Tentative)	June 2017